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**ART OF COACHING PODCAST™ EPISODE 287**  
**ADAM BORNSTEIN: CUTTING THROUGH THE B.S. OF POPULAR DIETS &**  
**HOW TO FIND WHAT WORKS FOR YOU**

Adam opens up the show with a hard truth - you don't control your food environment. What are some other aspects of your life that you're constantly striving to control, but know you can never fully do so?

Adam has found 3 main barriers that prevent people from achieving healthy habits consistently - cost, convenience, and complexity. What do these barriers look like in your life?

The Novelty Bias refers to our tendency to give more weight to or favor the newest information, idea, or experience over familiar or consistent ones. In what area of your life do you see this tendency most often?



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The Mere Exposure Affect says that we will develop a preference or liking for things we are exposed to consistently. Think of 3 examples in your life of how this has worked for you and against you?

List out the different contexts of your life, i.e. personal, professional, social, etc. In those areas, what do you want your life to look like?

List out the ways those contexts agree with each other and the ways they combat each other. What would have to happen to make them all coincide? What is your next step to making this happen?



## Art of Coaching Podcast™

### ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



**Art of Coaching Podcast™**  
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